

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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Senate Group Resumes Study of Enforcement of Antitrust Laws

The Senate Judiciary Antimonopoly Subcommittee, of which Senator Kilgore (W. Va.) is chairman, plans to reopen hearings next week in its study of enforcement of the antitrust laws, giving special attention this summer to distribution practices.

The subcommittee will resume the hearings it held during the first session of the 84th Congress, just ended. Beginning August 23, the subcommittee will study antitrust phases of distribution practices, including exclusive dealing contracts, price discrimination, and the good faith defense.

Senator Kilgore has said that the subcommittee's distribution study, which is aimed eventually at legislation to correct deficiencies in the antitrust laws discovered during the investigation, also will involve functional pricing, delivered pricing, quantity limits, cost justification, and brokerage allowances.

Another phase of the study during the hearing opening August 23 will be an effort to find out whether there is any basic conflict between the Sherman and Robinson-Patman Acts "which creates uncertainty as to which business practices are prohibited and which are permitted." Senator Kilgore said that his group has received complaints that court decisions interpreting the two laws may have created confusion.

The subcommittee plans to have as witnesses representative businessmen whose activities have been affected by these laws and outstanding lawyers and economists who have had experience with distribution problems and have specialized in marketing and pricing practices.

Hearings on problems in the field of foreign trade are scheduled to begin September 13. This study will include the extent to which American businessmen are met with restrictions on competition in conflict with U. S. laws.

The Antimonopoly Subcommittee began its study June 1. It heard witnesses from the auto, steel, textile, chemical, and food industries in what

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Insect Damage to Sweet Corn Reported Widespread by USDA

Corn insects are causing widespread damage over the nation, according to the August 12 "Cooperative Economic Insect Report" issued by the Agricultural Research Service of USDA.

All of Wisconsin's early sweet corn is reported seriously damaged by the corn earworm, which also threatens late sweet corn. Damage to sweet corn in Wisconsin also is attributed to the European corn borer and corn leaf aphids.

Damage by the corn borer in Illinois may exceed any previous damage in that state, the report said. Flights of corn borer moths were unusually heavy there and expected to increase.

In Iowa corn borer moths have been flying for a month, and a second brood is expected to damage practically all stages of corn there.

Insect damage to crops of both sweet corn and field corn also were reported in untreated sweet corn in New Jersey; several areas of Delaware; Howard county, Maryland; several counties in Virginia; in the Hudson Valley of New York; and in Colorado.

FDA Publishes Proposal on Standards for Canned Foods

Notice is given in the *Federal Register* of August 17 that the Food and Drug Administration has received a petition asking for amendment of the definitions and standards of identity for a number of food products, including certain canned foods, so as to permit the use of corn syrup as an optional ingredient.

The canned food products to which the proposal relates are canned peaches, canned apricots, canned pears, canned cherries, canned fruit cocktail, fruit butter, fruit jelly, preserves, and catsup.

Interested persons may submit written views on the proposal to the FDA

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Canners Have Big Opportunity To Promote at Point of Sale

Canners have a fertile field for promoting their products at the point of sale in retail stores even though they do not have large consumer and cooperative advertising budgets, it is indicated by evidence compiled in a Don White Inc. market survey for the N.C.A. Consumer and Trade Relations Program. Point of sale display offers an advantage particularly to the smaller firms with flexibility and close to home distribution.

Analysis by Don White Inc. of advertising and point of sale display features of 8 chains operating 250 super markets in California, Florida, Illinois, New Jersey and New York during the weeks ending June 11 and 18 indicates that canned foods receive considerably more featuring at the point of sale than in the newspaper advertising of these retailers.

Observation of store displays in 84 of the markets in the group showed that:

(1) Canned foods items accounted for approximately a fifth (21 percent) of all products and a third (30 percent) of the food products that were given extra point-of-sale featuring by means of printed banners, streamers, shelf talkers, display cards and shelf strips.

(2) Canned foods accounted for approximately a third (31.6 percent) of the product displays of food products in the form of end of aisle, floor mass, table jumble, carrier or dump displays.

Observation of the advertising of the chains surveyed included (a) how much space in newspapers was being used by each chain, (b) of the total space bought, how much was devoted to selling merchandise, (c) how much of this space was devoted to canned foods.

During the period of observation, none of the chains involved gave canned foods a "headline" or "primary featuring", but the amount of space devoted to canned foods was 14.7 percent of the total. The amount of space given to canned foods ranged from 4.5 percent of total ad space for a 17-unit chain in New York to 27.5

(Please turn to page 294)

Schedule of Convention Attendance

The new Convention plan providing for sales conferences, exhibits and meetings of the three sponsor groups with maximum use of the Class A hotel rooms in Atlantic City was illustrated and explained in the July 30 INFORMATION LETTER. It was also mailed to N.C.A. members last week along with room reservation forms.

The Association has supplemented this with a statement further emphasizing the desirability and importance of adhering to the proposed scheduling plan. It is urged that this statement, text of which follows, be carefully read by those who make the Convention arrangements for their respective firms, before they fill out their room requirement forms.

THE 1956 CONVENTION

Someone has said that the problem of our convention is simply too many people, trying to do too many things, in too short a time. Cannery want to see brokers and buyers and sometimes each other, and spend some time at the machinery exhibit. Brokers want to see cannery and their other principals and sometimes buyers. Suppliers go to considerable expense to exhibit their canning machinery and supplies and naturally want to see as many cannery as possible. Distributors want to see cannery and possibly brokers. All of these groups have some business meetings and programs to attend, not to mention the entertainment sandwiched in between.

Some individuals see the solution of this problem very clearly. It consists of getting rid of everybody except those they want to see. Few, however, realize the degree of integration and the overlapping interests of all these groups and thus the necessity for providing both the time and facilities for each to carry on his convention activities. Only a magician could separate these rings without damage. Consequently the solution has been planned along other lines.

Cannery, brokers (including other principals), buyers, suppliers—all can have good hotel rooms if they will cooperate and faithfully adhere to the official schedule worked out for the convention.

The problem of trying to do too many things in too short a time might be solved by cutting out some activities or the solution might consist in staying longer and thus spending enough time to do all of the jobs thoroughly. If conferences are cut short or any important activity eliminated, it is likely to result in the scheduling of regional sales conferences at other times of the year. The convention plan should provide for adequate time to complete all conferences, and it would be to the interest of brokers and their

principals to plan their attendance to achieve this result. Thus the plan for handling the 1956 convention is built around the idea of spreading out the operations in such a manner as to utilize the hotel facilities more efficiently and at the same time make it possible for each group to achieve its purpose in attending the convention. The successful operation of this plan calls for a longer stay at the convention for those who have a large number of people to see, but for those who have only a few contacts to make, it means a shorter stay. The short-stay people can come and go; the trick is to arrange the attendance so as to accomplish this objective, to have people there when you want them and to allow each to concentrate on his conferences without interference from others.

For example, N.F.B.A. wants to hold its business meeting on Monday without having to compete with cannery or other principals for the individual broker's attention. During Tuesday and Wednesday, brokers and non-cannery principals will concentrate on their conferences in an effort to clear the decks for cannery-broker conferences for the remainder of the week. In some cases a full week may be required for a cannery to complete all of his broker and buyer contacts. In such cases cannery-broker conferences will be scheduled to begin Tuesday. Cannery activities are planned for Wednesday, Thursday, Friday, and Saturday. This includes broker conferences, buyer contacts, and, beginning Thursday, N.C.A. meetings.

Suppliers are cooperating in this enterprise by not arriving until Thursday, thus giving up their hotels the early part of the week to short-stay non-cannery principals. In order to get these non-cannery principals out of the way for the C.M.&S.A. arrivals on Thursday, the brokers must concentrate on these conferences Tuesday and Wednesday. C.M.&S.A. is contributing to the success of the convention by making this sacrifice and by concentrating their exhibit in the three days, Thursday, Friday, and Saturday.

It is plain to see, under these arrangements, that the cannery have an obligation to give the brokers and their non-cannery principals considerable freedom for their conferences on Tuesday and Wednesday. Brokers have complained that they frequently fail to see all of the cannery in whom they are interested at the convention because the cannery come too early and then go home too soon. If the cannery will cooperate by allowing the brokers to finish their work with non-cannery principals early in the week and thus have brokers available for cannery conferences the last four days, there should be no basis of complaint for not having time enough to make all of the contacts desired.

Institutional Recipe Book

The N.C.A. Consumer Service Division last week mailed copies of the new book *Quantity Recipes for Institutional Food Service* to Association members.

The book contains recipes using canned foods for all types of food services and for every occasion. They range from appetizers to main courses, from economical foods to more elaborate ones. The recipes were developed in the N.C.A. test kitchens, and then production-tested in large quantity servings in an institutional food service kitchen by a well qualified food manager. Those included in the recipe book were judged from the standpoint of eating quality, as well as the practicability and dependability of the recipes.

The brief introduction on the first page of the book points out the many advantages canned foods offer for quantity food service.

Special mailings of the book are being made to restaurant managers, hospital and industrial dietitians, industrial food service managers, school lunch supervisors, and a list of institutional food service people in various fields of mass feeding.

The recipes and information included in *Quantity Recipes for Institutional Food Service* cover all classifications of canned foods, and should be of practical assistance in their utilization. Cannery having an institutional market should find the book valuable to food managers in this field. Additional copies are available in limited quantities without cost.

Secretary Benson to Europe

Secretary Benson will travel to Western Europe this fall for a series of meetings and conferences with U. S. officials and foreign governments on the marketing of U. S. goods abroad.

Secretary Benson will visit in England, the Netherlands, Denmark, France, Italy, and Switzerland from August 29 to September 13.

The Secretary's trip was suggested by President Eisenhower. It will afford opportunity to discuss with agricultural ministers America's interest in mutual problems of marketing and surplus disposal and will permit firsthand observation of changes in European agriculture.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of July has been reported by the Agricultural Marketing Service, USDA, at 112,801 thousand pounds, including quantities for defense.

Canned Meat and Meat Products Processed under Federal Inspection July, 1955

	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat.....	11,225	9,068	20,294
Canned hams.....	7,440	502	7,942
Beef hash.....	132	4,596	4,728
Chili con carne.....	418	6,531	6,949
Vienna sausage.....	70	4,030	4,100
Frankfurters and wieners in brine.....	9	290	298
Deviled ham.....		346	346
Other potted and deviled meat products.....		2,856	2,856
Tamales.....	95	1,582	1,677
Sliced, dried beef.....	20	272	292
Chopped beef.....	35	1,437	1,472
Meat stew.....	48	5,040	5,088
Spaghetti meat products	122	4,931	5,053
Tongue (not pickled)...	74	109	183
Vinegar pickled products	552	1,137	1,689
Sausage.....	1	258	259
Hamburger.....	121	2,071	2,191
Soups.....	709	19,545	20,254
Sausage in oil.....	231	147	378
Tripe.....	11	136	147
Brains.....	67	116	183
Loins and picnics.....	1,773	20	1,793
All other products 20% or more meat.....	198	4,742	4,940
All other products less than 20% meat (except soup).....	182	15,822	16,004
Total all products.....	23,532	85,593	109,125

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 112,801 thousand pounds.

The National Food Situation

Midyear prospects point to record food supplies for the rest of the year, according to a report on *The National Food Situation* by the Agricultural Marketing Service of USDA.

Some of the significant changes in the food supply outlook for the second half of 1955 compared with the first six months are the larger supplies of pork and potatoes, deciduous fruits, fresh market vegetables this summer, and the seasonal decrease in supplies of eggs and milk.

The consumer's outlook for food still is rising, according to the report. With record incomes, consumers are buying more of the higher cost items as well as more marketing services with their food. During the late summer and fall very large supplies of food may lead to some decline in re-

tail prices. Although consumer demand will be unusually strong, somewhat more than seasonal increases in supplies may bring prices down a little more than usual in the fall.

Apparent Civilian Per Capita Consumption

	1955 Prelim. 1935-39	1955 as a percentage of 1947-49	1954
	(pounds)	(percent)	
Vegetables:			
Canned.....	38.2	129	93
Frozen.....	5.9	1,475	100
Fresh (farm weight) 144	103	95	99
Fruits and juices:			
Canned fruits.....	19.6	132	102
Canned juices.....	13.1	345	98
Frozen (including juices).....	7.7	962	105
Dried.....	4.2	74	102
Fresh (farm weight) 102	74	78	100

Government Statistics on Food

A list of *United States Government Statistical Publications for the Food Industries* has been published by the Business and Defense Services Administration, U. S. Department of Commerce.

The publication was prepared by BDSA's Food Industries Division and is the first index which identifies government information of interest to the food industries. It lists the statistical publications of 10 government agencies.

The contents are set up in three parts. Part I lists the statistical publications according to government agencies. Part II lists the publications which relate to specified food industry groups and to the food industry as a whole. Part III, an index, lists the publications by type of statistics, such as production, consumption, and stocks.

Copies of the directory are available from the Commerce Department and its field offices for 30 cents a copy.

USDA Food Distribution

Martin D. Garber of Enid, Okla., has been appointed director of the Food Distribution Division of the Agricultural Marketing Service, USDA.

As director of the Food Distribution Division, Mr. Garber will direct the National School Lunch Program and the Special School Milk Program. He also will have responsibility for the distribution of surplus foods acquired by the Department. He will direct the plentiful foods program, which works with the food trades to stimulate the movement of abundant foods to consumers through regular trade channels.

Tomato Products Sanitation

The Food and Drug Administration has advised the N.C.A. that they are acutely concerned with the reported injury to tomatoes in the fields by recent storms. The Food and Drug inspectors in the affected areas will be giving special attention to the handling of these tomatoes.

The special N.C.A. Sanitation Committee has obtained information from all sources, including the U. S. Department of Agriculture, experiment stations and others, as to precautions necessary to follow in handling tomatoes. The latest bulletin on this subject was issued July 20, to all canners of tomato products.

The FDA is familiar with the sanitation recommendations of the special N.C.A. Committee, and with the directions contained in the recent bulletin. It is of the utmost importance that all of these directions be followed in handling this year's crop, especially at this time.

Woman's Day Magazine

The August issue of *Woman's Day* magazine, which is sold in A & P stores, contains two pages that give the recipe and show photographs of preparations for Chick-a-Leek.

The recipe, by Emma Dorsey Graham of Louisville, Ky., is headed "Entertaining Food: Chick-a-Leek," and is introduced by this statement, "Not just chicken and leeks, but a wonderful thick soup that will satisfy 12 big appetites. With a green salad, coffee, and brownies for dessert, the meal is complete."

The recipe contains the following canned foods which are also photographed in the cans with other ingredients used: canned tomato, pea, mushroom soup and bouillon, and tomato sauce.

Canned Foods for VA

The Veterans Administration has invited sealed bids to furnish the following:

CARROTS—3,225 dozen No. 10 cans, sliced or diced, complying with Federal Specification JJJ-C-76b, and Amendment 2, Style II or Style IV, Standard (Grade C); f.o.b. origin or destination; or equivalent in No. 2½ or No. 2 cans. Bids due under S-34 by Sept. 15.

CARROT PUREE—11,100 dozen No. 2 cans, complying with VA specifications; f.o.b. origin or destination. Bids due under S-34 by Sept. 15.

PIMIENTO PIECES—3,750 dozen No. 2½ cans, complying with VA specifications; f.o.b. origin or destination; or equivalent in other size cans. Bids due under S-49 by Sept. 15.

Modification of Tomato Juice Spoilage Control Procedures

Following the relatively high incidence of flat sour tomato juice spoilage in 1947 the N.C.A. Laboratory presented certain spoilage control procedures in a paper at the January 1948 Convention. This was published in the Supplement to the N.C.A. INFORMATION LETTER No. 1170, January 28, 1948, and essentially the same procedures are contained in N.C.A. Bulletin No. 27-L, *Tomato Products*, July 1950.

Due to experience gained since that time by our own and other industry laboratories certain modifications in control procedures have been adopted. The modifications presented here should be applied to the original procedures suggested in 1948.

CAN INCUBATION METHOD

SAMPLING:

1. Take 24 cans daily at the start of packing operations. If a hot fill system is used, either alone or in combination with pre-sterilization, take the first 24 cans through the closing machine, invert and hold 1 to 3 minutes (or a period somewhat shorter than the commercial hold time) and water cool to approximately 100°F. If a boiling water, still process is used, under process the first 24 cans. If the fill temperature is below 190°F. use a process 5 to 10 minutes shorter than the commercial cook. If the fill temperature is above 195°F., underprocess 2 to 3 minutes. Water cool the cans to 100°F.

2. No modification.

3. No modification.

OBSERVATION FOR SPOILAGE:

All sample cans should be marked in some convenient manner for identification as to day and period, and should be incubated in an area where the temperature will not drop below 85°F. A temperature of 98°F. is preferred. Experience has shown that 110°F. will not allow some spoilage types to develop. The cans should be observed daily for swells. Swell spoilage is usually fairly rapid. At the end of a 7-day incubation period one-half of the flat cans should be opened and checked for spoilage by odor and taste. Since some odors associated with flat sour spoilage are fleeting, the odor test should be made immediately on opening the can. At the end of a 14-day incubation period, open the remaining cans, and observe for flat sour spoilage by odor and taste. Record the occurrence of swells and flat sour in relation to packing date and period.

INTERPRETATION OF RESULTS:

No modifications.

BACTERIOLOGICAL METHOD

These spoilage control procedures make use of some of the tools and

methods employed by bacteriologists. This method is used now by the N.C.A. for bacteriological survey purposes.

In the main, the method involves the collection of samples of tomato juice at several stages in its preparation and the enumeration of significant bacteria present in each sample.

COLLECTION OF SAMPLES:

No modification.

TREATMENT OF SAMPLES:

Preparation: The chopped tomatoes are crushed with a clean spoon and strained through a clean sieve. The tomato juice from the various points is poured into marked sterile 1" x 8" tubes, 3 tubes approximately half full of juice being prepared from each sample. Preferably, place the tubes loosely in a wire basket or rack and heat for 5 minutes in flowing steam in a preheated autoclave. Cool immediately in water. This procedure insures heating of the entire tube contents and avoids recovery of non-significant organisms. Alternatively, heat juice tubes to 190°F. in a water bath and hold at 190°F. for 5 minutes. Cool immediately. Cover the bath and tubes loosely during the heating period to obtain elevated temperatures in the portion of the tube not immersed in water. The temperature is determined by inserting a thermometer into an extra tube of juice. When juice has been filled into the line can at 195°F. or above, it may be transferred aseptically from the can and cultured without further heat treatment.

TREATMENT OF HEATED JUICE SAMPLES

Incubate one of the tubes at 98°F. and observe visually for gas production or the development of a whitish ring of bacterial growth at the top of the liquid in the tube or turbidity in the serum layer. If no visual growth is apparent, the juice should be checked occasionally by microscopic examination of a stained smear. Aseptic technique must be observed when obtaining the juice for this observation. After 14 days incubation, smear and pH the juice as final check on spoilage. Correlate results with plate counts.

The second tube (containing about 30 ml. of juice) should be fortified with 6 ml. of a pea infusion broth. The formula for this fortification broth is described later. Actually, it is convenient to have the 6 ml. of fortification medium sterilized in the tube before the juice is added and heated. Place the tube of fortified juice under incubation at 98°F. Spoilage in the fortified juice usually occurs more rapidly than in unfortified juice. The same examination procedure is used for both tubes.

The third tube is cultured after the heat treatment as follows:

CULTURING PROCEDURE

1. Inoculate 1 ml. of juice into each of 6 sterile plates. Pour with proteose peptone acid agar (thermoacidurans agar), agitate to mix thoroughly, allow to solidify, and incubate inverted at 131°F. for 48 hours.

2. Inoculate 1 ml. of juice into each of 3 sterile plates. Pour with Dextrose Tryptone Agar containing BCP, agitate to mix thoroughly, allow to solidify, and incubate inverted at 98°F. for 48 hours.

3. Pipette 3 ml. of juice into each of 3 sterile tubes of tryptone broth and stratify. An alternate medium is orange serum agar. The tubes are then cooled in water until the agar has solidified. Incubate at 98°F. for 4 days.

Preliminary counts may be made, without opening the plates, after 24 hours incubation. Count the number of bacterial colonies on all plates after 48 hours incubation and record. Observe the anaerobic tubes of tryptone broth medium or orange serum agar periodically during the four day incubation period and record those showing gas production.

INTERPRETATION OF RESULTS:

a. Plate counts:

1. Any smooth white colonies produced on proteose peptone acid agar at 131°F. are indicative of acid tolerant flat sour contamination which might cause spoilage. Of course, the greater the number of colonies the greater the spoilage potentiality. Ideally a zero count should be obtained. Correlation with the juice tubes incubated directly will determine the actual spoilage potential.

2. If the counts on the neutral BCP dextrose tryptone agar plates prepared from the filler and line samples are over 50 colonies per ml., inadequate clean-up procedures are indicated.

b. Anaerobic tubes:

No modification.

DISCUSSION

The original spoilage control paper and Bulletin No. 27-L, Revised, 1950, discuss the comparative value and interpretation of the can incubation and bacteriological methods. Frequently they are used to advantage in combination. Laboratory studies have shown that caustic (sodium hydroxide) solutions in the range of 2 to 5% at a temperature of 180°F. or higher are effective in destroying acid tolerant flat sour spoilage organisms, and the laboratory studies have been confirmed by factory application. The caustic solution must fill the pipes completely during circulation and must reach valve bonnets. This may be accomplished by partially closing end valves and loosening the valve heads. Care must be taken to flush out the caustic completely. Removal

may be determined by testing final rinse waters with phenolphthalein indicator until no pink color is observed.

NOTE: Formulas for media preparation were listed in the Supplement to INFORMATION LETTER No. 1170, and Dextrose Tryptone Agar, Thermoacidurans Agar, and Orange Serum Agar may be obtained in the fully prepared, dehydrated form.

FORTIFICATION MEDIUM

(1) Suspend 25 grams of pea powder* in 200 ml. of water.

(2) Simmer or steam the suspension for 30 minutes.

(3) Filter the suspension by squeezing through a cheesecloth pad.

(4) Make the filtrate up to the original volume of 200 ml. and add 10 grams of proteose peptone and 10 grams of yeast extract.

(5) Add 6 ml. of the suspension so prepared to each 1" x 8" test tube and sterilize at 15 lbs. steam pressure for 30 min. or sterilize the medium in a flask for subsequent addition to juice samples. (When approximately 30 ml. of juice is fortified with 6 ml. of this medium the resultant pH should be not greater than 4.7)

*Prepare pea powder by grinding whole, dried, garden variety, sweet peas.

Enforcement of Antitrust Laws

(Concluded from page 289)

Senator Kilgore characterized as an attempt to determine "what the national economic policy should be with respect to big business in our mid-20th century economy."

The Senator said that particular industries will be investigated to determine the effects of concentration and mergers on competition. Also, in addition to the study of pricing practices, the subcommittee will study procedures for enforcing the antitrust laws both in the courts and administrative agencies, such as shortening of trials and proceedings.

Another area will be the "overlapping" jurisdiction of the Department of Justice and the Federal Trade Commission. Senator Kilgore stated that the same conduct may be prohibited by each agency but with different penalties.

Wage-Hour Administrator

Newell Brown of New Hampshire has taken office as Administrator of the Wage and Hour Division in the U. S. Department of Labor. His nomination to that position was confirmed by the Senate just before adjournment.

Standards for Canned Foods

(Concluded from page 289)

within 30 days after publication of the notice. Thereafter, if the Secretary feels that reasonable grounds for amendment have been shown, an order will be published, to become effective within 30 days if no objection is filed.

Following is the text of the notice as published in the *Federal Register* of August 17:

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

Food and Drug Administration

(21 CFR Parts 14, 19, 27, 29, 53)

CACAO PRODUCTS; CHEESES AND RELATED FOODS; CANNED FRUIT; FRUIT BUTTERS; AND RELATED PRODUCTS; TOMATO PRODUCTS

NOTICE OF PROPOSAL TO AMEND DEFINITIONS AND STANDARDS OF IDENTITY

In the matter of amending the definitions and standards of identity for sweet chocolate; milk chocolate; skim milk chocolate; buttermilk chocolate; mixed dairy product chocolates; sweet chocolate and vegetable fat (other than cacao fat) coating; sweet cacao with vegetable fat (other than cacao fat) coating; pasteurized process cheese spread; pasteurized cheese spread; pasteurized process cheese spread with fruits, vegetables, or meats; pasteurized cheese spread with fruits, vegetables, or meats; pasteurized neufchatel cheese spread with other foods; cold-pack cheese food; cold-pack cheese food with fruits, vegetables, or meats; canned peaches; canned peaches with rum; canned apricots; canned apricots with rum; canned pears; canned pears with rum; canned cherries; canned cherries with rum; canned fruit cocktail; fruit butter, fruit jelly; preserves; catsup:

Notice is hereby given that a petition has been filed by the Corn Products Refining Company, a corporation with headquarters located at 17 Battery Place, New York, New York, setting forth its proposal to amend the definitions and standards of identity for the various foods listed in the preceding paragraph. Pursuant to the authority of the Federal Food, Drug, and Cosmetic Act (sec. 401, 52 Stat. 1046, as amended 68 Stat. 54; 21 U.S.C. 341) and in accordance with the authority delegated to the Commissioner of Food and Drugs by the Secretary of Health, Education, and Welfare (20 F.R. 1996), all interested persons are invited to submit their views in writing regarding the proposal of the above-named petitioner as published in this notice. All views and comments should be submitted in quintuplicate, addressed to the Hearing Clerk, Department of Health, Ed-

ucation, and Welfare, Room 5440, Health, Education, and Welfare Building, Washington 25, D. C., and should be posted prior to the thirtieth day following the date of publication of this notice in the *Federal Register*.

The proposal of the petitioner is as follows:

1. It is proposed that each of the following regulations, respectively fixing and establishing a definition and standard of identity for the food indicated, be amended by specifying glucose sirup and glucose sirup solids as optional ingredients for each of such foods on the same basis and subject to the same limitations, if any, as are prescribed therein for corn sirup and corn sirup solids:

- Section 14.6 Sweet chocolate. . . .
- Section 14.7 Milk chocolate. . . .
- Section 14.8 Skim milk chocolate. . . .
- Section 14.9 Buttermilk chocolate. . . .
- Section 14.10 Mixed dairy product chocolates. . . .
- Section 14.11 Sweet chocolate and vegetable fat (other than cacao fat) coating. . . .
- Section 14.12 Sweet cacao with vegetable fat (other than cacao fat) coating. . . .
- Section 19.775 Pasteurized process cheese spread. . . .
- Section 19.776 Pasteurized cheese spread. . . .
- Section 19.780 Pasteurized process cheese spread with fruits, vegetables, or meats. . . .
- Section 19.781 Pasteurized cheese spread with fruits, vegetables, or meats. . . .
- Section 19.783 Pasteurized neufchatel cheese spread with other foods. . . .
- Section 19.787 Cold-pack cheese food. . . .
- Section 19.788 Cold-pack cheese food with fruits, vegetables or meats. . . .
- Section 27.0 Canned peaches. . . .
- Section 27.3 Canned peaches with rum. . . .
- Section 27.10 Canned apricots. . . .
- Section 27.13 Canned apricots with rum. . . .
- Section 27.20 Canned pears. . . .
- Section 27.23 Canned pears with rum. . . .
- Section 27.30 Canned cherries. . . .
- Section 27.33 Canned cherries with rum. . . .
- Section 27.40 Canned fruit cocktail. . . .
- Section 29.1 Fruit butter. . . .¹
- Section 29.2 Fruit jelly. . . .¹
- Section 29.3 Preserves. . . .¹
- Section 53.10 Catsup. . . .

2. It is further proposed that glucose sirup and glucose sirup solids be respectively defined as follows: "The term 'glucose sirup' means a sirup that conforms to the definition for 'corn sirup' except that it is made from any edible starch. The term 'glucose sirup solids' means dried glucose sirup."

Dated: August 11, 1955.

JOHN L. HARVEY,
Acting Commissioner of
Food and Drugs

[F. R. Doc. 55-6688; Filed, August 16, 1955; 8:47 a.m.]

¹Amend to permit optional use of glucose sirup solids. Glucose sirup is already an optional ingredient.

Canned Foods at Point of Sale

(Concluded from page 289)

percent of total space for a Florida chain operating 37 markets.

While all chains visited mentioned canned foods in their ads, only 5 of the 8 devoted special display space in their stores to advertised items. Approximately a fifth (21.3 percent) of the canned items mentioned in the ads were backed up by retail displays.

N.C.A.'s field work in the stores of these chains indicates again that the smaller canner has a big opportunity for increasing sales of his product by devoting more time, thought and a relatively small amount of money to providing retailers with the following merchandising aids:

- (1) ideas . . . ideas on themes and individual displays, related item displays or storewide promotions.
- (2) demonstrating how effective displays for his products can be easily built.
- (3) supplying at least some inexpensive form of printed display materials whether shelf talkers, shelf strips, or display cards, if larger banners and streamers are too expensive.
- (4) providing some case history information on how such displays or display materials have succeeded in stores where sales records have been kept.
- (5) setting up at least a few pilot displays for selected retailers (through the use of salesmen, brokers or even executives of his company).
- (6) suggesting related item promotions, with preferably not more than 2 or 3 related items.

Whether the packer is large or small, this kind of merchandising help to retailers should be checked whenever possible to build a continuing record of success stories.

A press release citing this information was sent to 25 grocery and trade magazines.

Lemon Powder Concentrate

Lemonade powder is the latest of the fruit powders to be developed by USDA scientists at the Western Regional Research Laboratory, Albany, Calif.

The new product is like orange juice powder and tomato juice powder previously produced at this laboratory. The orange juice powder is reported in commercial production, but so far it is going only to large quantity users such as institutions and food manufacturers.

Test for Soil-held Phosphorus

A method of measuring available phosphorus in the soil has been developed by soil scientists of the U. S. Department of Agriculture. The method uses radioactive phosphorus and measures the available phosphate so accurately that it can be expressed in terms of pounds of superphosphate equivalent per acre.

To a limited extent the method is being employed at some federal field stations and by cooperating agricultural experiment stations to improve phosphate fertilizer recommendations. USDA expects the method to be used more widely as research stations become equipped to handle radioactive fertilizers.

Nuclear Tests Featured

The atomic tests of canned and glass-packed foods in Nevada were the subject of a special feature article in the 1955-1956 Directory Issue of *Canadian Packaging*, just issued. In illustration and text the article reported on the general finding so far cleared regarding the performance of the commercially processed foods exposed to the atomic blast.

New Hybrid Spinach

Seed of Early Hybrid 7, a new variety of spinach that is resistant to blue-mold and blight, will be available in limited quantity for commercial planting this fall. According to the U. S. Department of Agriculture, it is satisfactory for canning and freezing.

The new hybrid is semi-compact, dark green, and upright, and well suited to machine harvesting. Early Hybrid 7 develops quickly and bolts easily and is not generally satisfactory as a spring crop. The hybrid was developed by USDA and was tested by the Texas Agricultural Experiment Station.

In tests in southern Texas and the Arkansas Valley during 1953-54 the new variety yielded 13.5 to 19.6 tons per acre as a fall crop and 9.7 tons per acre as a spring crop (1954). Comparative yields of standard varieties now in general use ranged from 5.2 to 14.8 tons per acre in the fall and from 3.7 to 7.1 tons in the spring.

Foundation seed was first released for increase to a few seed companies in 1954. It is planned to distribute foundation seed this fall to additional spinach-seed growers who are able to produce hybrid seed, according to USDA.

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